



iMesa

imagine, invest, improve

Steering Committee Meeting

Thursday, October 24, 2013, 6 pm

Visit Mesa, 120 N. Center Street

Attendance:

Mark Schofield (Chair)
Elizabeth Danielson (Vice Chair)
Ronald Barnes
Stephen Sparks
Kay Henry
Stephen Viramontes
Terry Benelli
Shannon Acevedo
John Kressaty

Kate Ali'Varius
Michelle Streeter
Karen Frias-Long
David Short
Kathy Macdonald (Staff Liaison)
Melissa Randazzo (staff)
Absent: Ted Wendell

Minutes:

- Mark called the meeting to order.
- A motion to approve the minutes from the September 19 meeting was made by John and seconded by Ron.
- The Committee acknowledged receipt of task force meeting minutes for Ideas to Action, Marketing and Community Outreach.
- There were no items from citizens present.
- Shannon gave a summary from the Ideas to Action Task Force Meeting. Ideas on the site should be cleaned up and prioritized. Would be nice to have a list of community organizations and assets and match resources to ideas. Would be helpful to structure future steering committee meetings to highlight one task force for five to fifteen minutes to officially present to the team what they are working on. Stephen discussed taking ideas to other boards and committees for consideration.
- Michelle gave a summary from the Marketing task force. Melissa helped identify how the City markets events. Need to determine what is new for iMesa to be able to market iMesa 2.0. Adding the social media component adds new messages and vehicles. Once the Committee

knows where the technology component is going then they will have a better story to tell. There is cross over with the Community Outreach task force on some ideas including incentivizing to share ideas and working with the schools. Need to know where iMesa is going to become before they can market it. Kathy gave update on Mind Mixer and ability to put attachments on ideas in Userve. Michelle suggested keeping any potential hash tags #iMesaAZ. Kathy mentioned that iMesa is a registered trade mark. Stephen suggested to have consistent branding across the board with iMesa. Branding should be consistent no matter what the Committee does.

- Stephen gave a summary from the Community Outreach task force. The Committee has to understand what our story is before we tell it. The Committee as a whole needs to decide what our future is going to be. Staff can help put together a contextual history. The Committee can start meeting with City Councilmembers to establish iMesa as its own independent commission well beyond the Mayor's tenure at the City. Invite them to tell ideas for their council district. Who are the key connections in the district? Engaging with schools to develop ideas for iMesa. Develop objective matrix for vetting ideas. Kathy explained that was what accomplished at the first workshop with the consultant. Stephen suggested that we create our own matrix as a community. The Ideas to Action task force will work on the matrix. Mark said the process shouldn't be bogged down with bureaucracy. Michelle asked if they can move forward with a new social media campaign without moving to a web platform. Kathy said yes. Stephen said the idea of the new platform was to create a robust platform that can aggregate and capture the data from social media. Infusion soft in Chandler is a company that can perform this task.
- Discussed handing out iMesa cards and attending events such as the park opening at Riverview. The Committee should take the message on the road again. Stephen will work with staff to create a presentation to take to Council. The story isn't being told about projects and the success of the iMesa process. Kathy suggested that the Committee's task is simple and not to overcomplicate. They can have a new package to the Council within a couple meetings. Mark agreed.
- The Committee scheduled the next meeting for November 21. A meeting notice will be sent out confirming the date/time/location of the next meeting. Task force meetings were scheduled for Community Outreach 10/28, Ideas to Action 10/29 and Marketing 11/06. The 18 Month Operating Plan task force has yet to schedule their meeting.
- Meeting adjourned.